



## Inspyder Gives Global Users Faster Updates & Downloads



### Inspyder

Burlington, Canada  
[www.inspyder.com](http://www.inspyder.com)

### Industry

Provider of SEO and web crawling analysis software tools for website quality assurance.

### Challenges

- Used traditional hosting to serve frequent, large file downloads to global customers.
- Ran risk of losing customers over slow download speeds.
- Needed a cost-efficient and high throughput CDN.

### Results

- Easy to implement and use.
- Fast replication helps Inspyder push out updates fast.
- Real-time reporting lets Inspyder know that it's working right away.
- Price is right.
- No network outages since.

*"I think all software vendors should use a CDN to distribute their downloads. People want this stuff fast...Successful software downloads lead to sales, so any noticeable slowdown directly affects our business."*

-Dan Santoni, Inspyder

### Company Overview

Inspyder is a software provider based in Burlington, Ontario, Canada, that opened its doors in 2005. They've since made a name for themselves by specializing in innovative SEO and web crawling analysis tools for website quality assurance.

Their effective and easy-to-use software products like Backlink Monitor, InSite, OrFind, Power Search, Rank Reporter, Sitemap Creator and Web2Disk have become prized by webmasters, designers, marketers and website owners worldwide.

### Business Challenges

Inspyder began selling software with their own servers to deliver trial and full version installer packagers. According to Inspyder's Dan Santoni, "We hosted the downloads when we were smaller and running everything here in Toronto. The problem is that we have customers all around the world and distributing installer files between 15-30 MBs from Toronto greatly impacts download speeds abroad. Successful software downloads lead to sales, so any noticeable slow-downs directly affect our business at the end of the day."

Inspyder's other challenge was reliability. "Reliability is not such an obvious problem when your users are downloading a free trial. They try to get your software and if your download server is down, visitors think your site's broken and move on to a competitor. That's a bad thing, but it's even worse when you have paying customers who can't download the software they just bought. That was very frustrating because our customer satisfaction suffered and it was impacting our bottom line. That's when we started looking for alternatives," said Santoni.

Santoni decided that a CDN was the best alternative. The challenge for Santoni was finding the right CDN provider among the dozens available. "We realized there are really two classes of CDNs: 'bargain-basement price' CDNs and 'way out of our league' bigger CDNs that were much too expensive."

Inspyder initially decided on a low-end option; however, reliability issues and lengthy propagation times for updates turned out to be too much of a hassle. "Propagation time was a real issue, because we need our customers to get updates quickly. Waiting up to 24-hours could cost us an entire day's worth of service and we never really knew when it was safe to say an update was available," said Santoni. "The problem with a 'dirt cheap' CDN is you get what you pay for; they don't value you as a customer and you can't get someone on the phone when there's a problem."

Santoni continued his search and found CacheFly.

## Why CacheFly?

According to Santoni, "The price was right, it replicates fast, and it had everything we wanted. With a global customer base, fast downloads make a big difference. We switched to Cachefly for many reasons:

- **Pricing** - Cachefly was a bit more expensive, but fit right in our budget sweet spot.
- **Replication Speed** - We read that CacheFly's replication was very fast, so we knew any updates we published would start propagating immediately, and,
- **Real-Time Reporting** - After the initial setup we could see that it was working immediately; unlike the other CDN where we had to wait 24 hours to see anything."

## The Results

For Inspyder, the implementation was seamless. "It was pretty easy to migrate from our former CDN, to CacheFly. Once we were confident that everything was setup right, we just updated our DNS entries and pointed them to CacheFly. That was it. We also appreciated the option to setup CNAMEs, since we prefer to display our company URL."

Today, Inspyder uses CacheFly for everything – trial downloads, full downloads and software updates. "When we tell our customers that a new version is out, we don't have to worry about the spike in download traffic; we know everyone will get their update quickly and reliably."

***"We've been real happy with CacheFly and absolutely recommend them to anyone who's serious about building a business online."***

Using CacheFly validated Santoni's decision to use a CDN. "I think all software vendors should use a CDN to distribute their downloads. People want this stuff fast. Even if you have a great server located at a datacenter somewhere, it makes a big difference when you have customers all around the world downloading a 10, 20 or 30MB file. If it's not fast then it's a frustrating experience for your users. They just cancel their download and move on. We've been really happy with CacheFly and absolutely recommend them to anyone who's serious about building a business online."

**Are your files delivered fast enough?**  
Be the fastest with the throughput experts.

